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ABSTRACT

This booklet encourages school athletic coaches to develop drug prevention programs in their schools. The following topics are discussed: (1) reasons for coaches to be involved in drug prevention programs; (2) awareness of alcohol and drug abuse as a hidden problem in athletes; (3) statistics on drug and alcohol abuse in high school students and athletes; and (4) the harmful effects of drugs and alcohol on physical activities and mental abilities. A list of drug/alcohol abuse prevention program activities in which coaches can be involved is provided. These suggestions include opening a dialogue with athletes on alcohol and drug abuse, knowing the symptoms of alcohol and drug abuse, and enforcing all training rules. Relevant quotations of athletic program administrators are contained throughout the document. Resources which can provide additional information are listed, including a specific packet of material available from the Drug Enforcement Administration. (ABL)

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U.S. Department of Justice
Drug Enforcement Administration

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FOR COACHES ONLY:

How to Start A Drug Prevention Program

CG 019437

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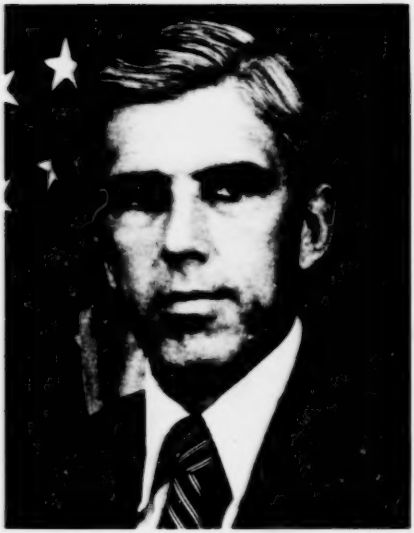


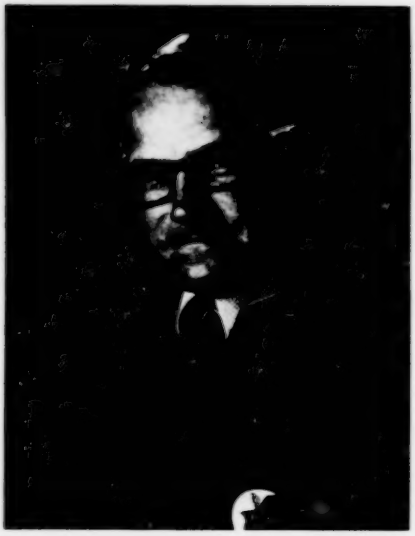
A CHALLENGE to coaches from
Francis M. Mullen, Jr.,
Administrator
Drug Enforcement Administration

Our high school athletes must meet other challenges separate from the pressure of competition. They must face the reality of drug and alcohol abuse in their schools.

With your help they can be a valuable resource in exerting *positive* peer pressure to reduce drug and alcohol abuse within the student population at large.

DEA has developed this booklet as a part of our *cooperative* drug abuse prevention program with the National High School Athletic Coaches Association. It provides some *basic information* about drug and alcohol abuse. More important, it provides some tips on what you can do to attack the problem.

As a parent and physical fitness advocate, I am particularly interested in your unique relationship with student athletes. I appreciate the countless hours of hard work that are essential in building and strengthening both the physical and the moral fiber of your student athletes. I hope you will *join us in this challenge* to help our young people realize their full potential.



A Message from
Carey E. McDonald,
Executive Director
National High School
Athletic Coaches Association

The development of an effective drug education program in each school offers a tremendous challenge to each coach and athlete at all levels of sports in America to compete in the battle for youth against drugs . . . a very desperate struggle in which our final scoreboard must read 'WIN'!!!!!

WHY YOU, THE COACH, SHOULD BE INVOLVED IN A DRUG PREVENTION PROGRAM

As a coach, you are a special person dealing with a special group of youth. Consider these reasons why you can be successful:

- You have a captive audience and have some control over the lives of your athletes for a period of time.
- You have direct contact with 50% or more of the young people in your school . . . there are that many participating in athletic programs.
- You have loyalty, commitment and dedication in athletics which may not be present in other areas of the school.
- You have the leadership necessary for program success.

A HIDDEN PROBLEM

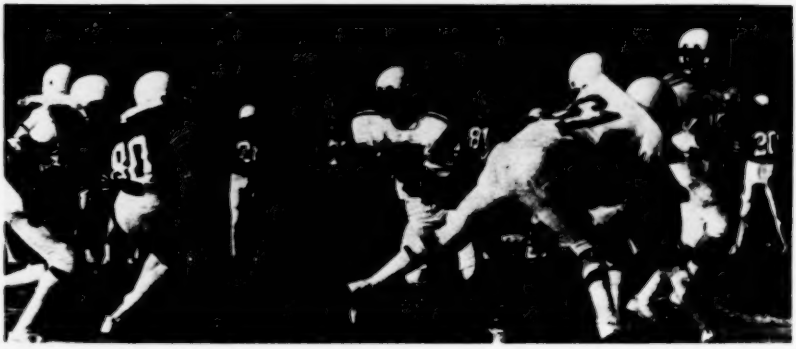
UNCOVERING ALCOHOL AND DRUG ABUSE AMONG ATHLETES

For years, many coaches have suspected that some athletes may be using alcohol and other drugs . . . but they have not known for certain the extent of the problem.

Many people have an image of the "All-American" boy and girl athlete . . . and are convinced that athletes are not seriously involved in using alcohol or other drugs.

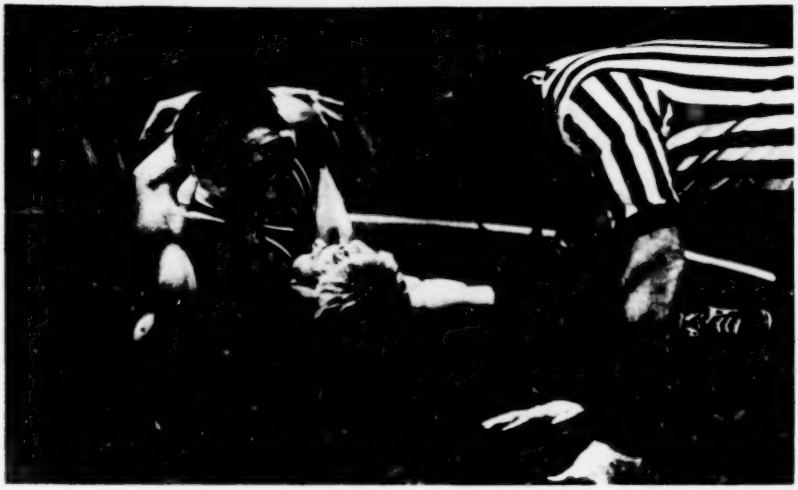
Recent studies have shown that the use of alcohol and drugs among student athletes in many schools is very serious.

We have been somewhat unaware of the seriousness of the situation because chemical abuse among our athletes has not been obvious.



"The new DEA/NHSACA initiative strikes at the core of the individual responsibility of each high school coach across the USA to become actively involved in a drug abuse prevention program for the athletes and other students in their schools"

Edward Kintz, President, NHSACA;
Head Football Coach, Arvada, CO.



Our awareness of the problem has been similar to the visible and invisible parts of an iceberg.

Challenge #1
How much do you really know about **your** players?

EXAMINE THE FACTS

THE STATISTICS SHOW THAT DRUG AND ALCOHOL ABUSE IS PREVALENT AMONG STUDENTS AND ATHLETES

The 1983 High School survey[1] done by the National Institute on Drug Abuse shows that during the year prior to the survey:

- 87 percent used alcohol
- 42 percent used marijuana
- 25 percent used stimulants (other than cocaine)
- 11 percent used cocaine

The chemical problem among athletes is just as acute.

"Athletes represent the most influential role models for our nation's youth. To have that influence directed towards narcotics abuse deterrence translates to an effective end of the drug and crime problem as we know it!"

Norman Darwick, Executive Director,
International Association of Chiefs of Police

[1]1983 High School Senior Drug Use survey conducted for the National Institute on Drug Abuse by the University of Michigan Institute for Social Research.

Studies[2] conducted in the United States show statistically what is happening with some high school athletes:

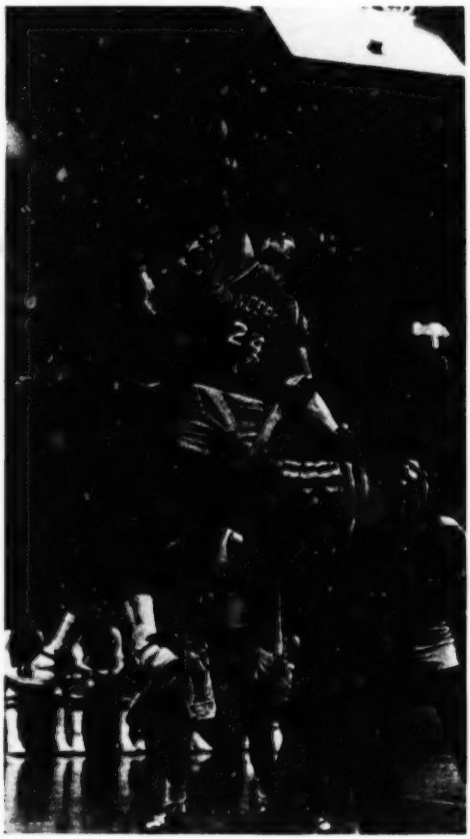
- 80% of student athletes use alcohol at least once a year
- 30% of student athletes use alcohol at least once a week
- 17.4% of student athletes use marijuana regularly (at least once a week)

The problem is not just on someone else's team . . . it's on your team!

Challenge #2
Coach, what have you done to prevent a drug problem on your team?

"The facts are there, we can either say 'so what' or we can do something about it. Our players want to be involved and we are committed to doing something about this problem."

Gene Upshaw,
Executive Director,
National Football League
Players Association



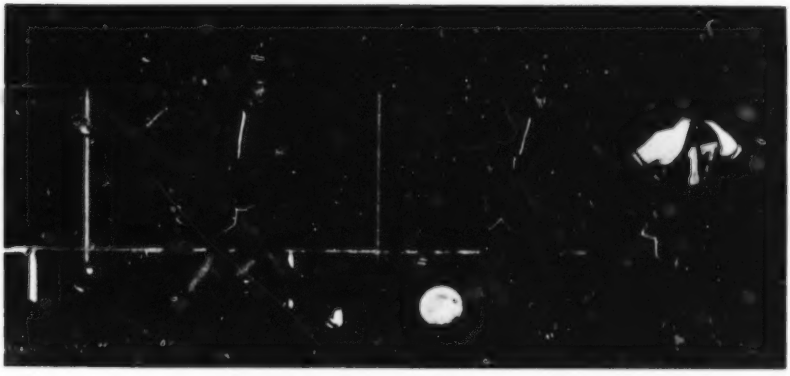
[2]State of Minnesota Department of Public Welfare 1979 Survey: Chemical Use Grades 9-12.

THE HARMFUL EFFECTS

ALL DRUGS ARE POTENTIALLY HARMFUL — AND ALCOHOL IS NO EXCEPTION

Different drugs have different effects . . . consider the following:

- Alcohol slows reaction time, diminishes energy and enthusiasm, affects judgment and ability to think clearly, and alters performance because of physical deterioration and emotional stress.
- Marijuana affects perception of speed, time, and space, and a person's motivation.
- Stimulants, such as cocaine, make one feel overconfident so one acts like a daredevil.
- Hallucinogens, like LSD, affect vision and hearing.
- Some lookalikes make concentration difficult, increase sleepiness, alter vision, and slow down reflexes.



"We all have an obligation to help eradicate the problems we face with drugs and alcohol. I personally would like to see more young people become involved in community and school recreational programs and to develop self respect and motivation. A full school life combining extra-curricular activities with academic pursuit is the best way of avoiding drug and alcohol related problems."

Pete Rozelle, Commissioner
National Football League

And there's more . . .

- The leading cause of death among 15-24 year olds is traffic accidents, with more than half the result of drinking and driving.
- In a recent national study of high school students, 32% said they had ridden in a car recently in which the driver had been drinking heavily.
- In the same study, 50% admitted to driving while drunk at least once.
- The younger people are when they start using drugs and alcohol, the greater the likelihood that they will become chemically dependent.

"When we speak of remedies on the use of drugs, in my opinion our best investments can be made at the preventive rather than the curative level . . . and the key is to dissuade younger athletes from taking drugs."

Charlie Jackson, Assistant Director of Security,
National Football League

YOU CAN DO SOMETHING ABOUT THIS PROBLEM

AS A COACH, YOU CAN BE SUCCESSFUL BECAUSE YOU HAVE A SPECIAL RELATIONSHIP WITH STUDENTS AND ATHLETES.

Most coaches tend to underestimate the influence they can have on the young men and women who play for them. As you know, you are an authority figure to them. They look up to you because you occupy a leadership role at a very significant period in their lives.

> "If you, the coach, take the lead in coordinating an alcohol and drug prevention program with your athletic program, I believe, as a former coach, that it will be effective . . . because the 'coach' is behind it."
>
> John C. Lawn, Deputy Administrator, DEA

Successful programs have shown that doing simple things, like the following, are highly effective:

- Call your captains together and talk about alcohol and other drug abuse.
- Open a dialogue with all your athletes on alcohol and other drug abuse.
- Get your athletes to use peer pressure on teammates to refrain from use of alcohol and drugs.
- Enforce all training rules and school regulations.
- Advise athletes of the legal penalties associated with drug and alcohol use and sale.
- Know the symptoms of alcohol/drug abuse . . . recognize the signs.
- Have a definite plan for dealing with drug and alcohol use by your athlete(s).
- Set a conference with parents for cosigning training rule pledge cards.
- Check on athletes . . . call them at home . . . let them know that you care.
- Investigate any violations and confront the athlete immediately.

- Take immediate action when you overhear party plans involving alcohol and drugs.
- Confront the athlete immediately when you smell alcohol or some form of tobacco.
- Develop alternative activities for athletes.
- YOU, THE COACH, should set a good example for your athletes.

"As a parent, teacher, and coach, I recognize that any drug abuse prevention program in my school begins with my athletes, my classroom students, and most of all . . . ME!!!!"

Kathy Holloway, National High School,
Girls Basketball Chairman, Tioga, LA

HOW TO GET ADDITIONAL INFORMATION

WE HAVE PRESENTED SOME OF THE FACTS — ONLY YOU CAN MAKE IT HAPPEN

For the information you will need to start your program, contact:

DRUG ENFORCEMENT ADMINISTRATION
PUBLIC AFFAIRS STAFF
1405 I STREET, N.W.
WASHINGTON, D.C. 20537

A packet containing the following material will be sent to you:

1. Effects of athletics on young people.
2. Reasons why athletes use alcohol and other drugs.
3. Enabling behaviors of coaches.
4. Responsibilities of the coach in regard to chemical abuse.
5. Suggestions to coaches on starting a drug prevention program for athletes.
6. Nine (9) step drug prevention program for athletes.
7. Suggestions for captains when dealing with their teammates.
8. Initial survey to be given to your athletes.
9. Coaches' survey.
10. Sample letters to parents.

There is no charge for this material, nor does it cost anything to start this program.

Challenge #3
Are you ready to make a commitment to start a prevention program in your school and with your players?

ADDITIONAL RESOURCES

Listed below are a number of important organizations that you may want to contact for further assistance.

- For more information about drug and alcohol prevention and treatment programs, write to:

  The National Clearinghouse for Drug Abuse Information (NCDAI)
  5600 Fishers Lane
  Room 10A-43
  Rockville, Maryland 20857

  National Institute on Drug Abuse (NIDA)
  Prevention Branch, Room 11A-33
  5600 Fishers Lane
  Rockville, Maryland 20857
  800/638-2045

  National Institute on Alcoholism and Alcohol Abuse (NIAAA)
  Prevention Branch Room 16C-14
  5600 Fishers Lane
  Rockville, Maryland 20857

- Each State and Territory has an official agency that is responsible for the prevention and treatment of drug and alcohol problems. To locate the telephone number and address for your state agency, either contact your state capital or contact:

  National Association of State Alcohol and Drug Abuse Directors
  444 North Capitol Street
  Suite 530
  Washington, D.C. 20001
  202/783-6868

- For more information about starting a drug prevention program for athletes, write to:

  Forest Hills School District
  7575 Beechmont Avenue
  Cincinnati, Ohio 45230
  513/231-3600

  American Association of Youth Sports
  15500 Wayzata Boulevard, Suite 768
  Minneapolis, Minnesota 55391
  612/476-1029

ABOUT THE PROGRAM'S LOGO

DEA believes strongly that *concern*, *awareness*, *responsibility* and *encouragement* with respect to our young people are the keys in establishing any drug prevention program. But these four elements cannot stand by themselves. They require "action" and all that the noun entails. That is why our nation's coaches are so vital in making this program a reality. And that is also why we think the logo for this program should include both aspects:

> "Care" and "Action." One without the other could be essentially meaningless. *Together*, they spell teamwork. And we are a team!

ACKNOWLEDGEMENT

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PLAYERS ASSOCIATION